

EXAMPLE - FITNESS COACH

"For [busy mums] who [want to have more energy and feel more attractive], [we provide a supportive, flexible fitness approach]. Unlike [lonely, impersonal gym memberships], it [we get you up and out in the wonderful outdoors with like minded busy bods who want friendly encouragement]."

EXAMPLE - FAMILY HOTEL

“For [adventurous families] who [seek a home from home comfortable environment], [we provide interconnecting family rooms, with flexible catering arrangements]. Unlike [faceless warm , cramped, lonely, out of town hotels], it [we offer a warm family welcome with loads of facilities to satisfy even the most energetic clan].”